



UEFA

CHAMPIONS
LEAGUE®

UEFA CHAMPIONS LEAGUE

2023/24

THE BEST OF THE BEST ON THE ULTIMATE STAGE

Highlights and Rate Card



CHAMPIONS TV



RADIO



UEFA Champions League

Broadcasting in Bulgaria 2021-2024



bTV Media Group has the rights to be a partner in the most prestigious and watched club football tournaments on the Old Continent.

The broadcasting rights for the upcoming football season include the UEFA Champions League games on Wednesdays, the finals between the two best teams, and the matches for the UEFA Super Cup.

Every Wednesday, the audience will be able to follow the late games live on bTV Radio, while Champions TV promises the users of btvnovinite.bg a 90-minute live broadcast during the Group Stage and additional exclusive content with special commentary programs from the Sports Department at bMG, including the participation of famous football personalities.

b ACTION
CHAMPIONS TV

RING
b RADIO

▶ VOYO



UEFA Champions League

The Best Of The Best On The Ultimate Stage

UEFA Champions League 2022/2023 Final
Manchester City vs. Inter

Passionate and inspiring

The benchmark global competition

Top-division European clubs

The most prestigious club competition in Europe

The interest in the UEFA Champions League in Bulgaria over the years is undisputable, proven by its excellent performance on the channels of bTV Media Group.

bTV ACTION

33.8%

NOVA TV

33.7%

BNT1

4.0%



Source: GARB, 2023, Audience Share, M18-34



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Rate Card Season 2023/24

UEFA Champions League

STAGE	PERIOD	CHANNEL	STUDIO	MATCH	HIGHLIGHTS
SuperCup	Aug	bAction	1 695	8 350	
Play-offs BG Team	Aug	bAction	4 550	21 275	725
Play-offs	Aug	bAction	1 325	6 275	725
Play-offs	Aug	RING	650	2 875	
Group Stage BG Team	Sep-Nov	bAction	4 550	21 275	725
Group Stage	Sep-Nov	bAction	1 325	6 275	725
Group Stage	Sep-Nov	RING	650	2 875	
Round of 16	Feb-Mar	bAction	2 065	12 825	
Round of 16	Feb-Mar	RING	835	5 925	
Quarter Finals	Apr	bAction	3 050	15 750	
Quarter Finals	Apr	RING	1 325	7 475	
Semi Finals	May	bAction	3 750	18 975	
Final	Jun	bAction	4 675	21 275	

All prices are gross, for 30" spot, in BGN, VAT excluded. Lengths different from 30" are calculated as per the official coefficient scale.

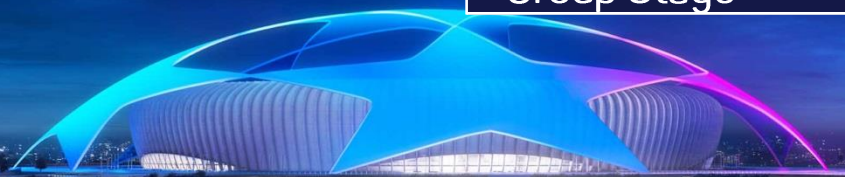
bMG offers special packages including all approved advertising forms, which may be aired around the matches and the studio programs. The packages are prepared upon request for a certain client. The Sales Department of bMG can make changes in the current rate card without prior notice.



UEFA Champions League 2023/24

Detailed Competition and Airing Schedule

STAGE	DATE	TIME	CHANNEL	STAGE	DATE	TIME	CHANNEL
SuperCup	16.08.23	22:00	bAction	Group Stage	25.10.23	19:45	bAction
Play-offs	23.08.23	22:00	bAction	Group Stage	25.10.23	19:45	RING
Play-offs	23.08.23	22:00	RING	Group Stage	25.10.23	22:00	bAction
Play-offs	30.08.23	22:00	bAction	Group Stage	25.10.23	22:00	RING
Play-offs	30.08.23	22:00	RING	Group Stage	08.11.23	19:45	bAction
Group Stage	20.09.23	19:45	bAction	Group Stage	08.11.23	19:45	RING
Group Stage	20.09.23	19:45	RING	Group Stage	08.11.23	22:00	bAction
Group Stage	20.09.23	22:00	bAction	Group Stage	08.11.23	22:00	RING
Group Stage	20.09.23	22:00	RING	Group Stage	29.11.23	19:45	bAction
Group Stage	04.10.23	19:45	bAction	Group Stage	29.11.23	19:45	RING
Group Stage	04.10.23	19:45	RING	Group Stage	29.11.23	22:00	bAction
Group Stage	04.10.23	22:00	bAction	Group Stage	29.11.23	22:00	RING
Group Stage	04.10.23	22:00	RING	Group Stage	13.12.23	19:45	bAction
				Group Stage	13.12.23	19:45	RING
				Group Stage	13.12.23	22:00	bAction
				Group Stage	13.12.23	22:00	RING



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UEFA Champions League 2023/24

Detailed Competition and Airing Schedule

STAGE	DATE	TIME	CHANNEL
Round of 16	14.02.24	22:00	bAction
Round of 16	14.02.24	22:00	RING
Round of 16	21.02.24	22:00	bAction
Round of 16	21.02.24	22:00	RING
Round of 16	06.03.24	22:00	bAction
Round of 16	06.03.24	22:00	RING
Round of 16	13.03.24	22:00	bAction
Round of 16	13.03.24	22:00	RING
Quarter Finals	10.04.24	22:00	bAction
Quarter Finals	10.04.24	22:00	RING
Quarter Finals	17.04.24	22:00	bAction
Quarter Finals	17.04.24	22:00	RING
Semi Finals	01.05.24	22:00	bAction
Semi Finals	08.05.24	22:00	bAction
Final	01.06.24	22:00	bAction





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CHAMPIONS TV

